

COLLEGE RADIO

BETHLEHEM, PENNSYLVANIA, 18015

1967

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address all replies:

COLLEGE RADIO ANNUAL
Intercollegiate
Broadcasting System
attn: LISTINGS
Bethlehem, Pennsylvania, 18015

Henry G. Fromhartz
PUBLISHER—EDITOR

Thomas B. McCloud
ADVERTISING

Charles Conrad
BUSINESS

Make checks payable
to:

COLLEGE RADIO ANNUAL

March 15, 1967

Dear Station Executive:

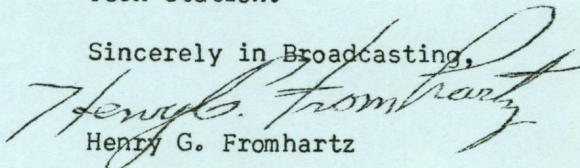
As you may well know by this time, the October issue of COLLEGE RADIO has been designated the IBS ANNUAL. In this all important issue your station will receive a FREE station listing as an IBS member station.

This listing will come from the enclosed questionnaire. Its results will appear in the ANNUAL issue. If you wish your station to be listed, please fill out the enclosed material. The Station Questionnaire should be filled out by a station executive, while the Personality Poll should be given to five (5) members of your staff to fill out.

Since the ANNUAL will be sent across the country to all types and kinds of distributors and manufacturers, I'm sure you will want your station listed.

We would appreciate your sending us the completed material no later than JULY 31, 1967. Your cooperation in completing this questionnaire and sending it in on time assures you of a position in the ANNUAL, and will help both IBS, and most important, YOUR station.

Sincerely in Broadcasting,



Henry G. Fromhartz

HGF: slf
Enclosures: (6)

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